CONTRACT

WRC
4001 Nebraska Ave. NW
Washington, DC 20016
(202) 885-4000

www.nbcwashington.com

And:

MUNDY KATOWITZ MEDIA
1322 G STREET SE
WASHINGTON, DC 20003

Contract / Revision	Alt Order #
332437 /	WOC10032900

Product		
Issue		
Contract Dates	Estimate #	
10/02/12 - 10/08/12	**1563**	
Advertiser	Original Date / Revision	
PRIORITIES USA ACTION	08/28/12 / 08/29/12	

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	Account Executive	Sales Office
WRC	Kaitie Conway	Washington DC
Special Handling		
Demographic		
RA18+		
IDB#	Advertiser Code	Product Code
	321	340
Agency Ref	Advertiser Ref	
03092	25166	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WRC	10/02/12	10/08/12	News 4 @ 4:30a	430-5a		:30			NM	4	$1,200.00
All spots on this order immediately preemptible class of time												
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/02/12	10/08/12	1-11--1	4		$300.00					
N 2	WRC	10/02/12	10/08/12	5-6A NEWS4 @5AM	5A-6A		:30			NM	4	$3,600.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/02/12	10/08/12	11-11--	4		$900.00					
N 3	WRC	10/02/12	10/08/12	6-7A NEWS4 @ 6AM	6A-7A		:30			NM	4	$9,600.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/02/12	10/08/12	111-1--	4		$2,400.00					
N 4	WRC	10/02/12	10/08/12	7-9A TODAY SHOW	7A-9A		:30			NM	5	$13,000.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/02/12	10/08/12	11111--	5		$2,600.00					
N 5	WRC	10/02/12	10/05/12	9-10A TODAY SHOW 2	9A-10A		:30			NM	4	$5,600.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/01/12	10/07/12	-1111--	4		$1,400.00					
N 6	WRC	10/02/12	10/08/12	10-11A TODAY SHOW 3	10A-11A		:30			NM	4	$4,000.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/02/12	10/08/12	11-11--	4		$1,000.00					
N 7	WRC	10/02/12	10/06/12	News 4 Sat 6am 6-7a	6A-7A		:30			NM	1	$1,000.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/01/12	10/07/12	-----1-	1		$1,000.00					
N 8	WRC	10/02/12	10/06/12	Saturday Today 7-9a	7A-9A		:30			NM	1	$2,000.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/01/12	10/07/12	-----1-	1		$2,000.00					
N 9	WRC	10/02/12	10/06/12	News 4 Sat 9-1030a	9-1030a		:30			NM	1	$1,400.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:
This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.
FOR NBCE CONTRACTS:
This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.

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10/02/12 - 10/08/12	Issue	**1563**

Advertiser	Original Date / Revision
PRIORITIES USA ACTION	08/28/12 / 08/29/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Week:		Start Date 10/01/12	End Date 10/07/12	Weekdays -----1-	Spots/Week 1	Rate $1,400.00						
N 10	WRC	10/02/12	10/07/12	LX Open Hse 5-530a	5-530a		:30			NM	1	$200.00
Week:		Start Date 10/01/12	End Date 10/07/12	Weekdays ------1	Spots/Week 1	Rate $200.00						
N 11	WRC	10/02/12	10/07/12	News 4 This Week	530-6a		:30			NM	1	$250.00
Week:		Start Date 10/01/12	End Date 10/07/12	Weekdays ------1	Spots/Week 1	Rate $250.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
1	*WRC*	*10/01/12-10/07/12*		*News 4 This Week*	*530-6a*	---------Su	*:30*		*~~$250.00~~*	*NM*		
	See MG 11.2											
	NA-PGM NOT SCHEDULED											
2	WRC	10/03/12-10/03/12		News 4 @ 4:30a	430-5a	---W-------	:30		$250.00	NM		
(M)	MG for 11.1 10/07											
N 12	WRC	10/02/12	10/07/12	News Sun 6-7a	6-7a		:30			NM	1	$900.00
Week:		Start Date 10/01/12	End Date 10/07/12	Weekdays ------1	Spots/Week 1	Rate $900.00						
N 13	WRC	10/02/12	10/07/12	News Sun 7-8a	7-8a		:30			NM	1	$1,200.00
Week:		Start Date 10/01/12	End Date 10/07/12	Weekdays ------1	Spots/Week 1	Rate $1,200.00						
N 14	WRC	10/02/12	10/07/12	News 4 Sun 9-10a	9-10A		:30			NM	1	$1,400.00
Week:		Start Date 10/01/12	End Date 10/07/12	Weekdays ------1	Spots/Week 1	Rate $1,400.00						
N 15	WRC	10/02/12	10/04/12	11A-12P MIDDAY NEWS	11A-12P		:30			NM	2	$1,300.00
Week:		Start Date 10/01/12	End Date 10/07/12	Weekdays -1-1---	Spots/Week 2	Rate $650.00						
N 16	WRC	10/02/12	10/08/12	Access H Live 12-1p	12-1p		:30			NM	2	$1,200.00
Week:		Start Date 10/02/12	End Date 10/08/12	Weekdays 1-1----	Spots/Week 2	Rate $600.00						
N 17	WRC	10/02/12	10/05/12	Ellen	3P-4P		:30			NM	2	$1,800.00
Week:		Start Date 10/01/12	End Date 10/07/12	Weekdays --1-1--	Spots/Week 2	Rate $900.00						
N 18	WRC	10/02/12	10/05/12	4-5P NEWS4 @ 4PM	4P-5P		:30			NM	2	$2,600.00
Week:		Start Date 10/01/12	End Date 10/07/12	Weekdays -1--1--	Spots/Week 2	Rate $1,300.00						
N 19	WRC	10/02/12	10/08/12	5-6P NEWS 4 @ 5PM	5P-6P		:30			NM	2	$3,600.00
Week:		Start Date 10/02/12	End Date 10/08/12	Weekdays 1--1---	Spots/Week 2	Rate $1,800.00						
N 20	WRC	10/02/12	10/05/12	6-7P NEWS4 @ 6PM	6P-7P		:30			NM	2	$4,800.00
Week:		Start Date 10/01/12	End Date 10/07/12	Weekdays --1-1--	Spots/Week 2	Rate $2,400.00						
N 21	WRC	10/02/12	10/06/12	6-630P NEWS4 @ 6P SA W	6-630P		:30			NM	1	$1,400.00
Week:		Start Date 10/01/12	End Date 10/07/12	Weekdays -----1-	Spots/Week 1	Rate $1,400.00						

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Advertiser	Original Date / Revision
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N 22	WRC	10/02/12	10/08/12	730-8P ACCESS HOLLYWO	730P-8P		:30			NM	2	$9,000.00
Week:	Start Date 10/02/12	End Date 10/08/12	Weekdays 1-1----	Spots/Week 2	Rate $4,500.00							
N 23	WRC	10/02/12	10/04/12	1135-1237A TONIGHT SHO	1135P-1237A		:30			NM	2	$3,000.00
Week:	Start Date 10/01/12	End Date 10/07/12	Weekdays --11---	Spots/Week 2	Rate $1,500.00							
N 24	WRC	10/02/12	10/08/12	1237-137a Fallon	1237-137a		:30			NM	2	$1,000.00
Week:	Start Date 10/02/12	End Date 10/08/12	Weekdays 1---1--	Spots/Week 2	Rate $500.00							
								Totals			52	$75,050.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/08/12	52	$75,050.00	$63,792.50
Totals	52	$75,050.00	$63,792.50

Signature: _____ **Date:** _____

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